

## SAMPLE - Breastfeeding Plan – FY 2024

Local Agency: SAMPLE

Goal: Increase breastfeeding rates among “SAMPLE COUNTY” marginalized WIC families.

Other possible goals:

Increase awareness of prenatal & postnatal breastfeeding services provided by the WIC program to health care providers.

Rebrand WIC as the place for breastfeeding education and support.

Support peer counselors (mentoring, advancement, equity)

Increase breastfeeding outreach to Indigenous communities.

<b>Objective:</b> Increase rate of breastfeeding among marginalized WIC clients from XX% to XX%	<b>Person Responsible:</b> Sally Smith, BF Coordinator	<b>Projected Completion Date:</b> September 30, 2024	<b>Evaluation Method:</b> Plot data points onto graph monthly (or minimum of quarterly)
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Activity	Activity Date	Evaluation Method	Post Activity Notes
1. Breastfeeding Coordinator (or designee) create local agency data graphs with focus on disparities in breastfeeding rates among marginalized WIC clients.  Note: E-Notice 2023-70 contained a sample data template.	October 2023	Local agency data graph completed.	Breastfeeding staff review data trends compared to the State and identify areas of celebration and concern.
2. Hold staff meeting and discuss: a. Disparity in breastfeeding rates among marginalized WIC clients in SAMPLE county. b. Importance of all staff roles to promote, support, and/or provide breastfeeding education to WIC clients. c. Brainstorm new ways to engage and support WIC marginalized families.	Fall 2023 Staff meeting	Document date, staff attendance and meeting minutes during which breastfeeding rates and initiatives are discussed.	All staff in training write down 3 things they can do to support client’s breastfeeding goals.
3. All WIC Staff will watch MIBFN webinar “Cultivating a New Culture” (1 hour video)	All staff complete by December 1, 2023	Completions tracked on 1.07A template.	Create online document where staff document take-aways from webinar and action steps. Completions tracked on 1.07A template.

4. Encourage WIC breastfeeding staff who identify as a person of color to join <a href="#">WIC Breastfeeding Supporters of Color Network</a> .	Ongoing	Record monthly meeting dates and minutes.	
5. Initiate or revitalize local agency breastfeeding support group specifically for marginalized WIC families (e.g., Black, Indigenous, Latino, rural, teens, etc.)	Winter 2024. First support group meeting by March 30 <sup>th</sup> , 2024.	Document attendance on printed MI WIC classes and monitor show rate data over time.	Reach out to marginalized WIC families to ask how best to meet their needs.
6. Community Partnerships: <ul style="list-style-type: none"> <li>a. Participate in local breastfeeding coalition meetings and activities.</li> <li>b. Initiate or revitalize relationship with local birthing hospitals, OB clinics and pediatric offices.</li> <li>c. Celebrate Black Breastfeeding, AAPHI, or Indigenous Milk Medicine Week in collaboration with community partners in August. (Share social media templates)</li> <li>d. Participate in outreach events focused on marginalized WIC families as opportunities arise.</li> </ul>	Ongoing	<ul style="list-style-type: none"> <li>a. Retain any meeting minutes, flyers, and event preparation material</li> <li>b. Participant attendance sheet</li> </ul>	
7. Offer BFPC professional development courses in breastfeeding, specifically focusing on supporting WIC marginalized families.	April 1 – June 30, 2024	Track completion of webinar in MI-WIC or separate tracking form.	Peer led discussion with WIC staff on key takeaways from the training and possible action steps.